



One Smoldering Campfire can destroy a forest

Join in the fight to conserve our priceless forests by being sure your campfire is absolutely out. Timber accounts for \$132,000,000 annual income to Oregon; but \$40,000,000 of our forests are destroyed every year by careless campers, smokers and others. Keeping Oregon Green is a task for all; enjoy the forests and the greenery that is our privilege but make sure you can enjoy them next year too —BE SURE YOUR CAMP FIRE IS ABSOLUTELY OUT.

Sportsmen: You are more concerned with this problem of conservation than the average man — when valuable timber has been burned the game which doesn't die in such a holocaust immediately leaves the area. Streams and rivers virtually dry up in summer months to become raging torrents during flood periods. Either condition prevents you from enjoying your fall hunt or your summer fishing. With burned-off areas come erosion, stagnant marshes, dangerous snags, obliterated trails and roads—contrary to nature's handiwork which provides shelter and food for fish and game.

The weekend is just ahead, we hope everyone enjoys their picnic, their outing, their fishing trip. We know you will want to return next year. So do this: invest a little time and a little effort to be ABSOLUTELY CERTAIN your campfire is OUT—that you have not dropped cigarette butts where a fanning breeze may spread that enemy of every one of us—FIRE!

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